

# Q&A with Elizabeth Hurley

ESTÉE LAUDER AND  
THE ESTÉE LAUDER COMPANIES'  
BREAST CANCER AWARENESS CAMPAIGN  
SPOKESMODEL



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## **What is your role with The Estée Lauder Companies' Breast Cancer Awareness Campaign?**

Each October, I join Evelyn Lauder and spend the majority of my time traveling around the world raising awareness for breast health and funds for breast cancer research. We've visited many U.S. cities, as well as the U.K., Ireland, Amsterdam, Australia, India and Italy and reached billions of people with our awareness message. We also visit numerous retailers and do Personal Appearances because we want everyone to know that if a breast cancer is detected early, its 98% curable. Our retail partners sell our Pink Ribbon products, including Estée Lauder's Elizabeth Hurley Lip Design Collection, which includes the Elizabeth Pink lipstick, a lip pencil and a beautiful lip gloss, to raise funds for research. I love this Collection and wear it regularly. The best part is that it benefits The Breast Cancer Research Foundation.

Every spring, Evelyn Lauder hosts an annual gala in New York City for The Breast Cancer Research Foundation, a not-for-profit organization founded by Mrs. Lauder in 1993. At the gala I serve as Mistress of Ceremonies and Sir Elton John is always involved with the event. In April 2009, the gala was called "Putting on the Pink" and the one and only Liza Minnelli was the featured performer. The event raised an impressive \$3.7 million for The Breast Cancer Research Foundation.

## **When did you get involved with the Breast Cancer Awareness Campaign?**

In 2000, Evelyn Lauder asked me to join her to launch The Estée Lauder Companies' Global Landmarks Illumination Initiative. Since then, Evelyn and I have traveled to many countries bathing gorgeous landmarks in pink lights to raise awareness for breast health. This year marks our 10<sup>th</sup> Anniversary of the Illumination Initiative. We illuminated over 200 landmarks alone in 2008, including the Tower of London in the U.K., Los Angeles International Airport in the U.S.A., the Taj Mahal Palace and Tower Hotel in Mumbai, the Concert Hall in Amsterdam and the Tokyo Tower in Japan, among many others. Our main goal in this initiative is to inspire woman all over the world to have their breasts checked regularly and to get a mammogram every year if over the age of 40.

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### **Why is raising breast cancer awareness so important to you?**

When Evelyn Lauder came to me in 2000 and asked me to join her, my Grandmother had recently died of breast cancer so it was a cause very close to my heart. This is a disease that knows no boundaries and does not discriminate, touching everyone in every country. We all know someone - a grandmother, friend, mother, aunt, sister, cousin and co-worker - who has battled cancer. Now more than ever it is important to get the message out and tell every woman to see their doctors regularly and get a mammogram every year if over the age of 40. Survival rates are rising and each year we get closer and closer to a cure for this disease. We now know that if a breast cancer is detected early, it is 98% curable.

### **What is one of the best parts of being a Spokesperson for The Estée Lauder Companies' Breast Cancer Awareness Campaign?**

It's very moving for us when we visit different cities around the world and meet so many people who have been affected by breast cancer in one way or another. Often it will be women who have breast cancer, or have had breast cancer, or have family members who have either survived breast cancer or sadly have not survived breast cancer. Sometimes men are also in line and when this happens, there is a very good chance that their mother, wife or girlfriend has been stricken by the disease. It is very powerful to meet these people and see first hand their inner strength. It makes us realize over and over again that our goal for reaching as many people with our awareness message and raising as much money as possible to find a cure is helping and at some point this will be a thing of the past.

### **What makes this year's Campaign different from past years?**

This year marks the 10<sup>th</sup> Anniversary of The Estée Lauder Companies' Breast Cancer Awareness Campaign's Global Landmark Illumination initiative. It's wonderful to see an idea that started with a handful of illuminations in 2000, has now grown to more than 200 illuminations around the world each year.

Now more than ever, we must make sure our message is heard far and wide. Our 2009 Campaign theme is *World Pink. World Without Breast Cancer.™ Wear a Pink Ribbon. Make a Difference.* We are sending the message that one country or one person cannot do it alone. We must unite together with the message that early detection saves lives. In 2009, more than 70 countries will be participating in the BCA Campaign with the goal of reaching billions and letting men and women know that if a breast cancer is detected early, it's 98% curable.

As I state in my Public Service Announcement, 'Join us. You can make a difference in your life and in the lives of those important to you.'

### **What has it been like working with Evelyn Lauder?**

Evelyn Lauder is very inspirational and has the most amazing energy. She has a work ethic like I've never seen and she's a very kind and giving person and friend. We travel around the world and she seems to know everyone who works at the Estée Lauder counter! It is very wonderful for me to be working so closely with someone like Evelyn, who is tireless and fearless in her fight to eradicate this disease and help find a cure.

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